

# NEWSLETTER



## Autumn Magic in Korea: Pink Muhly & Silver Grass Festivals



Autumn in Korea isn't just about fiery maple leaves and golden ginkgo trees lining the streets. As the season deepens, from late September onward, pink muhly and silver grass begin to bloom across the country, painting the landscape in soft blush and shimmering silver tones. These airy, feather-like fields reach their peak between early and mid-October, transforming parks, riversides, and hillsides into dreamlike scenes that feel almost surreal. It's a seasonal spectacle that draws photographers, nature lovers, and curious travelers from near and far.

### Pink Muhly Hotspots:

Haneul Park (Seoul)  
Semi Hill (Jeju Island)  
Misari Regatta Park (Hanam, Gyeonggi)  
Hapcheon Shinsoryang Sports Park (Gyeongnam)

### Silver Grass Hotspots

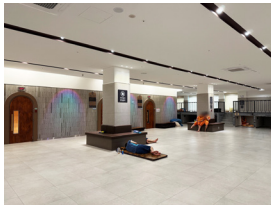
Haneul Park (Seoul)  
Saebyeol Oreum (Jeju Island)  
Sangumburi Crater (Jeju Island)  
Mindungsan Mountain (Jeongseon)

## See Both Blooms at Once: Haneul Park



Haneul Park in Seoul is one of Korea's top autumn destinations. Visit in October to enjoy both pink muhly and silver grass in full bloom.

Around October 18-24 (dates may vary slightly each year), the Silver Grass Festival features light shows, craft workshops, and other seasonal events that make the experience even more special.



## Korea's Sauna Culture: More Than Just Heat, It's a Way of Life



When people think of saunas, Finland often comes to mind—with its quiet, wooden rooms and meditative heat. But in Korea, the sauna experience takes on a lively, communal twist through the beloved **jjimjilbang**.

These wellness hubs are more than just places to sweat—they're social spaces where families, friends, and solo visitors come to relax, recharge, and even sleep overnight. One of the most charming traditions is the **"Yangmeori"** (양머리), a towel folded to resemble a sheep's head. It's a playful, cozy look that's become a cultural icon.

Inside, you'll find a variety of themed rooms designed to soothe both body and mind: icy cold chambers to cool down, salt-lined rooms believed to aid circulation, and cypress wood rooms filled with calming aromas.

Some of the hottest rooms can reach temperatures close to 80°C (176°F), offering a deep, invigorating sweat.

Whether you're sipping sweet rice drink (**Sikhye**), cracking open a baked egg, or simply lying on a warm floor, jjimjilbangs offer a uniquely Korean way to unwind—equal parts wellness and whimsy.

## More Than Heat: A Taste of Jjimjilbang



In Korea's jjimjilbangs, sipping sikhye and baked eggs is a beloved ritual—almost a national rule.

Now with full meals like ramyeon and teokbokki, these saunas offer both deep relaxation and comfort food.

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